

DOCKET NO.: FLOR-0162

2611
PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Richard G. Rabh

Confirmation No.: 5193

Application No.: 09/965,963

Group Art Unit: 2611

Filing Date: September 28, 2001

Examiner: Not Yet Assigned

For: METHODS AND SYSTEMS OF INTERACTIVE ADVERTISING

DATE OF DEPOSIT: November 23, 2004

I HEREBY CERTIFY THAT THIS PAPER IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL, POSTAGE PREPAID, ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO THE UNITED STATES PATENT AND TRADEMARK OFFICE, P.O. BOX 1450, ALEXANDRIA, VA 22313-1450.

Elizabeth A. McLoud

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 CFR § 1.56 and in accordance with 37 CFR §§ 1.97-1.98, information relating to the above-identified application is hereby disclosed. Inclusion of information in this statement is not to be construed as an admission that this information is material as that term is defined in 37 CFR § 1.56(b).

- ☒ In accordance with § 1.97(b), since this Information Disclosure Statement is being filed either within three months of the filing date of the above-identified application, within three months of the date of entry into the national stage of

the above identified application as set forth in § 1.491, before the mailing date of a first Office Action on the merits of the above-identified application, or before the mailing date of a first Office Action after the filing of request for continued examination under § 1.114, no additional fee is required.

- ☐ In accordance with § 1.97(c), this Information Disclosure Statement is being filed after the period set forth in § 1.97(b) above but before the mailing date of either a Final Action under § 1.116 or a Notice of Allowance under § 1.311, or before an action that otherwise closes prosecution in the application, therefore:

- ☐ Certification in Accordance with § 1.97(e) is attached; or
- ☐ The fee of \$180.00 as set forth in § 1.17(p) is attached.

- ☐ In accordance with § 1.97(d), this Information Disclosure Statement is being filed after the mailing date of either a Final Action under § 1.113 or a Notice of Allowance under § 1.311 but before, or simultaneously with, the payment of the Issue Fee, therefore included are: Certification in Accordance with § 1.97(e); and the submission fee of \$180.00 as set forth in § 1.17(p).

- ☒ Copies of reference numbers **24 - 33** listed on the attached Form PTO-1449 are enclosed herewith.

- ☐ Copies of reference numbers - on the attached Form PTO 1449 are not required to be submitted pursuant to 37 CFR § 1.98(a)(2)(i).

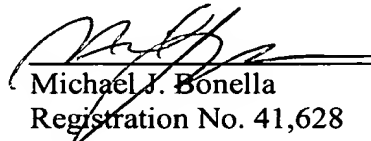
- ☐ Copies of references - are not being submitted because they were previously cited by or submitted to the U.S. Patent and Trademark Office in patent application number , filed for which a claim for priority under 35 U.S.C. § 120 has been made in the instant application.

☐ The relevance of those listed references which are not in the English language is as follows:

There are no listed references which are not in the English language.

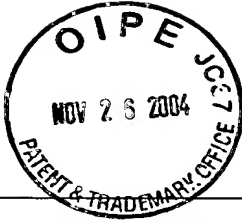
Please charge any deficiency or credit any overpayment to Deposit Account No. 23-3050. This form is submitted in duplicate.

Date: *November 23, 2004*



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Form PTO-1449 Modified List of Patent and Publications Cited by Applicant (Use several sheets if necessary) U.S. Department of Commerce Patent and Trademark Office		Docket No. FLOR-0162	Application No. 09/965,963
		Applicant Richard G. Rebh	
		Filing Date September 28, 2001	Group 2611
		Confirmation No. 5193	
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)			
	24	Braga, R., "Quotation," <i>FLOORgraphics, Inc.</i> , 2001, 1 page	
	25	Braga, R., "Quotation," <i>FLOORgraphics, Inc.</i> , 2001, 1 page	
	26	"Floor advertising reaches for consumer eye," <i>Charlotte Observer</i> , 2000, 1 page	
	27	"Fisher Price Electronic FLOORad program," 2001, 1 page	
	28	"FLOORanimators provided exclusively by FLOORgraphics, Inc.," <i>FGI</i> TM , 1 page	
	29	Neff, J., "Floors in stores start moving," <i>Advertising Age</i> , 2001, 1 page	
	30	"New animated ad panels;" "Debutes at FMI 2001 show;" "3D in-depth FLOORads;" <i>FLOORgraphics</i> , 2001, http://www.floorgraphics.com/site/9_pressroom_top_f.html , pages 4-7	
EXAMINER		DATE CONSIDERED	



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U. S. PATENT DOCUMENTS

Examiner Initial		Document No.	Date	Name	Class	Subclass
	31	5,534,917	07/09/96	MacDougall	348	169
	32	5,814,947	09/29/98	Brownell	315	169.3
	33	2002/0186221 A1	12/12/02	Bell	345	474

FOREIGN PATENT DOCUMENTS

Examiner Initial		Document No.	Date	Country	Translation	
					YES	NO

EXAMINER	DATE CONSIDERED
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